

What is claimed:

1. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides a first financial return, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; digital video and audio recording the live performance; and producing digital discs and tapes therefrom; during and simultaneously with said simulcasting, supplementing the telecast program with marketing advertisements superposed or interleaved on the program for infomercially soliciting sales of the recorded digital discs and tapes of the events and other materials and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; simultaneously with the performing of the event, broadcasting the digital video and audio content over an internet web for both internet paying viewers and internet infomercials for generating a fifth venue of financial return; during said performing of the event, transmitting the audio component of the performance to radio broadcasting stations and together with performance event marketing information, as a sixth venue of financial return; and further during said performing of the event, carrying the video, audio and infomercial performance content

09705208-110200

to motion picture houses for display to their audiences, for generating a seventh venue of financial return; whereby universal and simultaneous integrated extension of reach of the live performance and its commercial potential is promulgated to expanded digital marketing venues, significantly to expand the business opportunities initiated by the live-local-entertainment performance and the financial return potential thereof.

2. The method of claim 1 wherein the simulcast, Internet and radio carrying of the performance content are cross-linked.

3. The method claim 1 wherein the event comprises a rock or other specific type of music concert and one or more of the simulcast, Internet and radio activities are directed to corresponding specialized rock or other specific type channels.

4. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides a first financial return, digital video and audio recording the live performance and producing digital discs and tapes therefrom, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; during and simultaneously with said simulcasting, supplementing the telecast program with marketing advertisements superposed or interleaved on the program for infomercially soliciting sales of the recorded digital discs and tapes of the event and other materials and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen

002011-30250260

displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; simultaneously with the performing of the event, broadcasting the digital video and audio content over an internet web for both internet paying viewers and internet infomercials for generating a fifth venue of financial return; whereby simultaneous integrated extension of the reach of the live performance and its commercial potential it promulgated to expanded digital marketing venues, significantly to enlarge the business opportunities initiated by the live-local entertainment performance and the financial return potential.

5. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides the first financial return, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; digital video and audio recording the live performance and producing digital discs and tapes therefrom during and simultaneously with said simulcasting, supplementing the telecast program with marketing advertisements superposed on the program for infomercially soliciting sales of the recorded digital discs and tapes of the event and other materials and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; and further during said performing of the event,

00201F-80250760

carrying the video, audio and, infomercial performance content to motion picture houses for display to their audiences, for generating an additional venue of financial return; whereby simultaneously integrated extension of the reach of the live performance and its commercial potential is promulgated to expanded digital marketing venues, significantly to expand the business opportunities initiated by the live-local entertainment performance and the financial return potential.

6. A method of widely expanding the venues of marketing and receiving financial returns for live locally performed entertainment and other events simultaneously with the live local performing of the event, that comprises, during the live performing of the event for a live paying audience that provides the first financial return, simulcasting the live performance to widely disposed pay-for-view television reception venues for generating a second venue of financial return; digital video and audio recording the live performance and producing digital discs and tapes therefrom during and simultaneously with said simulcasting, supplementing the simulcasting program with marketing advertisements superposed on the program for soliciting sales of recorded digital discs and tapes and other materials infomercially and for advertising the event for generating a third venue of potential financial return; projecting large screen displays of the performance to the live audience simultaneously with the performing of the event, and superposing or injecting marketing advertisements on the large screen displays for viewing by the live audience and also by the telecast audience for generating a fourth venue of potential financial return; during said performing of the event, transmitting the audio component of the performance to radio broadcasting stations and together with marketing information as a further venue of financial return; and its commercial potential whereby simultaneous

09705208 110200

performance to radio broadcasting stations and together with marketing information as a further venue of financial return; and its commercial potential whereby simultaneous integrated extension each of the live performance and its commercial potential is promulgated to expanded digital marketing venues, significantly to expand the business opportunities initiated by the live-local entertainment performance and the financial return potential.

7. The method of claim 1 wherein one or more of viewing or listening to the television simulcasting of the live performance, on the internet web, on the radio broadcasts, and at the motion picture house display, is delayed before presentation.

8. The method of claim 4 wherein one or more of viewing or listening to the television simulcasting of the live performance and broadcasting on the internet web, is delayed before presentation.

9. The method of claim 5 wherein one or more of viewing or listening to the television simulcasting and on the motion picture house display, is delayed before presentation.

10. The method of claim 6 wherein one or more of viewing or listening to the television simulcasting of the live performance and on the radio broadcasts, is delayed before presentation.

09705208-110200